South Carolina Statewide Lodging Outlook Report
October 2017

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: October 2017	Oct 2017	% Chg	Oct 2017	% Chg	Oct 2017	% Chg	% Chg	% Chg	% Chg
United States	69.6%	1.6%	$130.20	2.5%	$90.56	4.1%	6.1%	1.9%	3.6%
South Atlantic**	70.6%	2.0%	$122.22	3.9%	$86.24	5.9%	7.4%	1.4%	3.4%
South Carolina	65.2%	1.9%	$106.39	6.3%	$70.63	8.4%	10.7%	2.1%	4.1%
Year-to-Date: January through October 2017	Jan-Oct 2017	% Chg	Jan-Oct 2017	% Chg	Jan-Oct 2017	% Chg	% Chg	% Chg	% Chg
United States	67.6%	0.7%	$127.46	2.1%	$86.19	2.8%	4.7%	1.8%	2.6%
South Atlantic**	69.4%	1.3%	$124.19	2.6%	$86.19	3.9%	5.5%	1.5%	2.8%
South Carolina	66.6%	1.1%	$116.78	3.9%	$77.79	5.1%	6.8%	1.6%	2.7%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		Nov 2017	Dec 2017	Jan 2018
STR, Inc. *From November 2017 Forecast Report*	Occupancy Forecast	59.1%	48.5%	49.3%
	% Chg vs same month in previous year	-0.3%	-0.4%	0.9%
TravelClick *From Bookings as of 11/08/17*	Occupancy from Current Bookings	37.1%	9.6%	2.7%
	% Chg vs same month in previous year	-1.3%	2.8%	7.3%

Source: STR, Inc. and TravelClick